

ARMY STRONG.® MINI BRAND GUIDE.

To access the high res images listed on the following pages, go to the USAAC G7/G9 home page and download creative files from the Army Strong mini brand guide.

**THIS GUIDE PROVIDES DIRECTION
FOR CREATING RECRUITER
MATERIALS AND SIGNAGE
WITHIN THE GUIDELINES OF
THE ARMY STRONG CAMPAIGN.**

COLOR VALUES



ARMY BLACK
40c
30m
20y
100k

Preferred Black: Process Color.
Can substitute with solid black
when 4C is not available.



ARMY GOLD
0c - or -
15m pantone 123C
90y - or -
0k pantone 115U

Gold:
To be used only in Army Logo
as shown on page three.

TYPOGRAPHY

Primary typeface called Interstate.

Interstate Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Interstate Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

FOLLOW THESE RULES FOR PREFERRED USES:

- Headlines in all caps. All other text to use upper and lower case.
- Text color in black.

**Interstate Bold is the primary font and used for all headlines and text.
Interstate Regular is the secondary font.**

Talk to your ISA professional for guidance on obtaining and installing fonts.

Substitution Typeface: Arial.

Arial is to be used only when Interstate is not available.

Rules shown for primary typeface apply to substitution typeface.

Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

**BELIEVING IN YOURSELF IS STRONG.
ACHIEVING WHAT YOU NEVER
BELIEVED POSSIBLE IS ARMY STRONG.**

There's strong. Then there's Army Strong.
There is no limit to the things you can learn from one of over 150 career opportunities
available to you in the Army. Not to mention, money to start a business,
buy a home or go to college. Find out more at goarmy.com.

Headline section of an 8 1/2" x 11" flyer. (Example not shown at actual size.)

BACKGROUND CAMO ART USAGE

Preferred Background ACU FABRIC

The camo background is a core element of the Army Strong campaign.

Two versions of the camo background ACU FABRIC have been provided for large and small format pieces.

- Use large format on pieces where more pattern is needed such as signage, banners and posters.

- Use small format on flyers, brochures and other collateral.

Large Format



ACU_Fabric Full80_300dpi.tif

Small Format



ACU_Fabric TL65_300dpi.tif

IMPORTANT RULES FOR BACKGROUND ART:

- DO NOT ROTATE OR DISTORT.
- DO NOT ALTER.
- NOTE EXAMPLES SHOWN ON PAGE FOUR OF THIS GUIDE REGARDING SIZE RELATIONSHIP OF CAMO TO TEXT.

Alternate Background ACU GRAPHIC

The camo background ACU GRAPHIC can be used as a secondary choice.



ACU_Graphic 50_300dpi.tif

SUBSTITUTION BLACK AND WHITE CAMO ART: ONLY WHEN COLOR IS NOT AN OPTION.

Only in the event where color is NOT an option should you use the black and white camo art.

Large Format BW



ACU_FabricBW Full80_300dpi.tif

Small Format BW



ACU_FabricBW TL65_300dpi.tif

LOGO/TAGLINE LOCKUPS

The U.S. Army logo should be displayed with the Army Strong tagline using one of the available logo lockups. See below to determine which background art is appropriate for each lockup.

COLOR



ArmyStrong_4C_pos.eps



ArmyStrong_4C_rev.eps



ArmyStrongVEC_2C_pos.eps



ArmyStrongVEC_2C_rev.eps

ArmyStrong_4C_pos.eps
+
COMPATIBLE BACKGROUND ART:
Large Format ACU Fabric
Small Format ACU Fabric

ArmyStrong_4C_rev.eps
+
COMPATIBLE BACKGROUND ART:
Large Format ACU Fabric
Small Format ACU Fabric

ArmyStrongVEC_2C_pos.eps
+
COMPATIBLE BACKGROUND ART:
All Formats ACU Graphic

ArmyStrongVEC_2C_rev.eps
+
COMPATIBLE BACKGROUND ART:
All Formats ACU Graphic

BLACK AND WHITE



ArmyStrong_1C_pos.eps



ArmyStrong_1C_rev.eps

ArmyStrong_1C_pos.eps
+
COMPATIBLE BACKGROUND ART:
Large Format BW ACU Fabric
Small Format BW ACU Fabric

ArmyStrong_1C_rev.eps
+
COMPATIBLE BACKGROUND ART:
Large Format BW ACU Fabric
Small Format BW ACU Fabric

IMPORTANT RULES FOR LOGO/TAGLINE LOCKUPS:

- Logos and backgrounds are not interchangeable
- Four-color logo to be placed on color ACU Fabric background
- Two-color logo to be placed on ACU Graphic background
- Black and white logo to be placed on black and white ACU Fabric background

ELEMENTS AND BACKGROUNDS

LAYOUT EXAMPLES

Note:

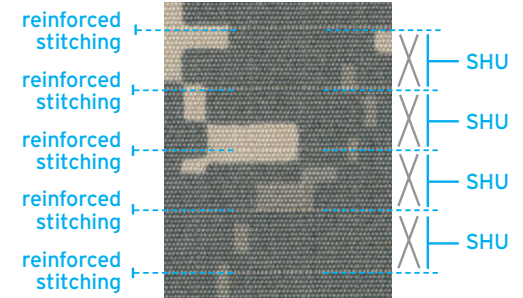
1. Headlines should be set in all CAPS.
2. Align the baseline of the web URL with the tagline.
3. Review guidance at right to size the background art appropriately to the headline.
4. Color of all text must match color of tagline on lockup. For example, materials with a black headline must have black text, and use a lockup with a black tagline. Illustrated below is the live banner example.



Based on a live banner size 9' x 3'. (Example not shown at actual size.)

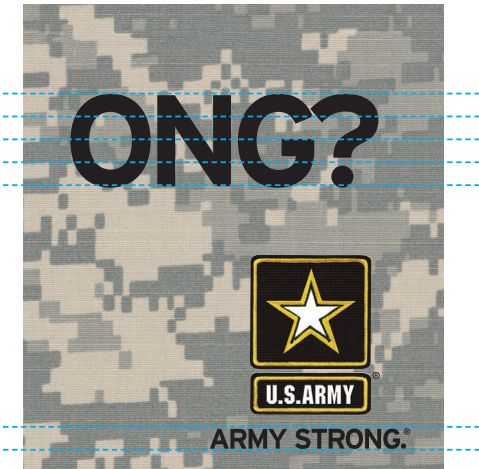
When examined closely the fabric has horizontal reinforcement stitching at regular intervals. This grid-like pattern serves as a visual guide for referencing type size.

SHU (Stitch height unit) is the measure between reinforced stitching.



Enlargement of fabric.

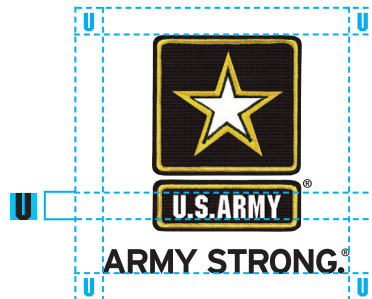
On this large banner, the cap height of the headline type equals four SHUs. This relationship changes for smaller material. For example, on page one of this guide the text shown is from an 8 1/2" x 11" flyer where the cap height equals one and a half SHUs. These examples serve as a visual guide only.



Enlargement of banner shown left. (Example not shown at actual size.)

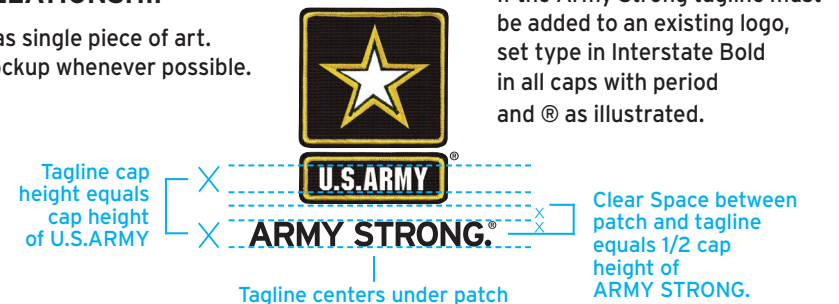
CLEAR SPACE

A minimum clearance between the Logo/Tagline lockup and other elements must be maintained in order to properly stage the U.S.ARMY/ARMY STRONG Logo/Tagline lockup. The cap height of the "U" in the U.S.ARMY lockup illustrates the measurement of minimum clearance on all sides.



TAGLINE RELATIONSHIP

Lockup exists as single piece of art. Use supplied lockup whenever possible.



U.S. ARMY PRIMARY LOGO

LOGO USAGE

The U.S. Army logo should appear on the front and back of collateral materials and in a prominent place on point-of-purchase items. The U.S. Army logo is registered with the U.S. Patent and Trademark Office. All reproductions of the mark should contain the Registered ® symbol. The logo with black registration mark ® is used on a white or yellow background. The U.S. Army logo with the yellow registration mark ® is used on a black background. The logo may not be altered in any way. This is not only a case of upholding the consistency and integrity of the U.S. Army Brand, it is also imperative to sustain the intellectual property



status of the mark itself. Do not emboss the logo, apply shadow, layer other images on top of the Army logo, alter the colors or distort the size of the logo (be sure to size the logo proportionately). In addition, the star block is NOT to be used without the words U.S. Army below it. Use the logo and tag lines for promotional materials and community relations events. The Army logo should be positioned so that it stands apart from all other elements. The relationship between graphical elements must not conflict visually. Therefore, place elements such as unit insignia in a position that complements - rather than competes with - the logo.

SIMPLE RULES FOR ART

- THE U.S. ARMY STAR LOGO CANNOT BE ALTERED IN ANY WAY
- DO NOT DISMANTLE THE STAR LOGO - THE STAR FROM THE LOGO CANNOT BE USED OUTSIDE OF THE LOGO
- USE A DIFFERENT STAR AS A DESIGN ELEMENT IF NECESSARY, AS SHOWN IN THE THEME ART SECTION
- DO NOT SLANT THE LOGO
- THE LOGO COLORS MAY NOT BE ALTERED
- MONOCHROME USAGE OF THE LOGO WILL BE CONSIDERED ON A CASE-BY-CASE BASIS
- THE FONT MAY NOT BE ALTERED

* All designs should be submitted for review to
suzanne.nagel@usaac.army.mil or call 502 626-0853

U.S. ARMY PRIMARY LOGO



Vector and Black & White available in download

FILE: USARMY_PRIMARY.eps